



FRI JUN 10  **SAT JUN 11**  **SUN JUN 12**



EVENT SUMMARY

Now in its 18th year, Ribfest Chicago continues to be *Chicago's most anticipated street festival—averaging 50,000 pounds of pork and 60,000+ attendees* who love to kick off summer at this three-day event.

As featured in local and national media, Ribfest Chicago invites all Chicagoland restaurant BBQ masters to compete for the title of “Best Ribs” and “People’s Choice.” RibMania, the only sanctioned rib-eating contest in the Midwest, will stage its 7th competition on the opening night of the fest. While ribs reign supreme, Ribfest Chicago is also a nationally recognized indie music festival, hosting two stages that feature all original music from top local and national acts. And parents love our “Kids Square” with two days of family fun allowing children to slide, climb, jump, ride, dance and enjoy live entertainment all weekend long.

Ribfest provides a memorable weekend of lively music, family fun and satisfied appetites as we celebrate 18 years of unforgettable barbecue. We continue to strive to maximize exposure, increase market share and enhance the image of Ribfest Chicago and our partners. Reserve your space now and be part of this incredible promotional opportunity!

MEDIA COVERAGE

Previously spotlighted: The Food Network’s *Eating America with Anthony Anderson*, USA Today, FOX Chicago, WGN Radio, WGN-TV, WMAQ-TV, WLS-TV, WCIU, CLTV, 93XRT “Prius Route to Rock,” *Chicago Reader*, *Midwest Living*, *Saveur*, *Chicago Tribune*, *Red Eye*, *Chicago Sun-Times*, *Where Chicago*, and several other local media outlets.

PURPOSE

Proceeds of the festival fund the Northcenter Chamber’s community events, area greening efforts and local outreach such as the innovative Ribfest Volunteer and Philanthropic Matching Grant programs. The following organizations benefited from the festival in 2015: Blue Sky Bakery, Friends of Coonley, Gigi’s Playhouse, Lakeview Pantry, Lane Tech Girls Soccer, Lane Tech Lacrosse, Neighborhood Boys and Girls Club, St. Benedict Parish/Preparatory School and Thresholds.

RIBFEST CHICAGO DEMOGRAPHICS*

- 88% are 18-49 years old
- 50% are male
- 50% are female
- 46% are married
- 74% are college educated
- 51% earn between \$50,000–\$150,000
- 38% are homeowners
- 62% are renters
- 24% are families with children
- Of the children attending, 70% are 7 or under

*Festival Attendee Survey

HOSTED BY



PRODUCED BY



LINCOLN/IRVING/DAMEN



RIBFEST-CHICAGO.COM